



## **Downtown Waynesville Executive Job Description**

### **Work Objectives**

The Executive Director of the Downtown Waynesville Association coordinates activity within a downtown revitalization program that utilizes historic preservation as an integral foundation for downtown economic development.

The Executive Director is responsible for the development, conduct, execution, and documentation of the Main Street program. The Executive Director is the principal on-site staff person responsible for coordinating all program activities locally as well as for representing the community regionally, statewide, and nationally as appropriate. In addition, the program director should help guide the organization as it grows and as its objectives evolve.

The Executive Director, under the general supervision of the Board of Directors of Downtown Waynesville Association, Inc. (DWA), is responsible for economic development/vitality, stakeholder relations, organization/management, and the design/historic preservation of Downtown Waynesville.

The Executive Director of DWA will manage the operations of DWA and work closely with the Board Chair, the Board of Directors of DWA to carry out our policies, procedures, and programs established by the Board.

The Executive Director should carry out the following tasks:

- Coordinate activity of Main Street program committees, ensuring that communication between committees is well established; assist committees with implementation of work plan items.
- Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development and accounting, preparing all reports required by the state Main Street program and by the National Main Street Center, assisting with the preparation of reports to funding agencies and supervising part-time employees or consultants.
- Develop, in conjunction with the Main Street program's board of directors, downtown economic development strategies that are based on historic preservation and utilize the community's human and economic resources. Become familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Mindful of the roles of various downtown interest groups, assist the Main Street program's board of directors and committees in developing an annual action plan for implementing a downtown revitalization program. The plan should define a five-year vision for downtown, a mission for the organization charged bringing the plan to fruition, an implementation strategy, economic development strategies, goals and objectives, and actions and tasks for implementation focused on four areas:

1. Design/Historic preservation
  2. Promotion
  3. Organization/Management
  4. Economic vitality/development
- Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the downtown's architecture and other assets and to foster an understanding of the Main Street program's goals and objectives. Use website, social media, speaking engagements, media interviews and personal appearances to keep the program in the public eye.
  - Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; when possible, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements.
  - Assess the management capacity of major downtown organizations and encourage improvements in the downtown community's ability to carry out joint activities such as promotional events, business recruitment, parking management and so on. Provide advice and information on successful downtown management. Encourage a cooperative climate between downtown interests and local public officials.
  - Advise downtown merchant's organizations and/or chamber of commerce retail committees on Main Street program activities and goals; help coordinate joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events and attract people downtown; work closely with local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of the promotion in order to advance an image of quality for the downtown.
  - Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
  - Utilizing the Main Street program format, develop and maintain data systems to track the process and progress of the local Main Street program. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention.
  - Represent the community to important constituencies at the local, regional, state, and national levels. Speak effectively on the program's directions and findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.

### **Resource Management Responsibilities**

The Executive Director supervises all necessary temporary or permanent employees, as well as professional consultants. The Executive Director participates in personnel and program evaluations. The Executive Director maintains local Main Street program records and reports, establishes technical resource files and libraries, and prepares regular reports for the state Main Street program and the National Main Street Center. The Executive Director monitors the annual program budget and maintains financial records.

### **Education & Experience**

Graduation from an accredited four-year college or university with a BS or BA degree preferred. Five -years' experience in community development, business, or downtown development. Any equivalent combination of education and experience, with additional education substituting on a year for year basis for the required experience.

The Executive Director should have education and/or experience in one or more of the following areas of study:

- Architecture
- Historic preservation
- Economics
- Finance
- Public relations
- Design
- Journalism
- Planning
- Business administration
- Entrepreneurship
- Public administration
- Retailing
- Volunteer or non-profit administration/ and or small business development

### **Job Requirements**

- Excellent oral and written communication skills are essential.
- Dynamic self-starter.
- Marketing or advertising skills desired.
- Good organizational skills.
- Fundraising experience.
- Professional and/or academic economic development experience strongly desired.
- Historic preservation skills desired.
- Experience in administrative management.
- Strong Computer skills including word processing, database, and spreadsheet applications.
- Supervisory skills are desirable.

The Executive Director must be sensitive to design and preservation issues. The director must understand the issues confronting downtown business people, property owners, public agencies, and community organizations. The director must be entrepreneurial, energetic, imaginative, well organized, and capable of functioning effectively in an independent situation.

### **Physical Demands**

The physical demand described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed primarily in office setting. Some outdoor work is required. Hand-eye coordination is necessary to operate computers and various pieces of office equipment.

While performing the duties of the job, the employee is frequently required to talk, be able to hear, sit for periods of time, use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is often required to stand or walk.

The employee must occasionally lift and/or move up to 25 pounds.

If interested, please send your resume and references to DWA Executive Director Position PO Box 129 Waynesville, NC. 28786.

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